REMARKS

Claims 1-19 are pending herein.

In response to the Final Rejection of January 13, 2005, the claims have been amended as indicated herein.

Specifically, claim 1 has been amended to further clarify the step of writing a unique first identifier in and to the page displayed in the first display frame. Step (b) of claim 1 now reads: "writing a unique first identifier associated with content of the page". Thus, unlike a URL the unique identifier of the present invention attaches to the page content.

The Examiner is respectfully requested to reconsider and withdraw the objection that claims 1-14 and 17-19 are anticipated by Hansen.

Referring to page 2 of the Final Rejection, the Examiner has asserted that Hansen discloses writing a unique first identifier in and to the page displayed in the first display frame with a first identifier. With reference to column 5, lines 45 to 59, Hansen in fact describes downloading a requested URL, which is not equivalent to the unique identifier of the present invention, into the browser window 30, while at the same time displaying usage information for the requested URL in windows 35 and 40. The URL of a web page is not associated with the page content.

The Examiner has also asserted that Hansen also discloses after a pre-determined period of time, the report file comparing the page displayed in the first display frame with the first identifier, etc. This is not accurate, as the passage relied upon by the Examiner, namely column 9, lines 15-17, describes how Hansen *et al.* handles log files, in particular a procedure for assembling hits (i.e., the event of a browser requesting a single Web component) into visits (a series of requests to a fixed Web server by a single person, occurring contiguously in time). The time of the last hit in the log is subtracted from the time of the current hit, and if the difference is greater than the threshold T, the visit is deemed to have expired. This procedure is related to the analytics themselves and is discussed briefly in an unrelated section of the present application on page 9, lines 8 and 9 and in the right hand column of the table shown on page 3 of the specification.

Thus, Hansen does not disclose that after a predetermined period of time, the method teaches comparing the page displayed in the first display frame with the first identifier, which is associated with the content of the page of the website, and if different, repeating the method from step (b) for the page displayed in the first display frame in order to update the report to match the page currently displayed or if the same, resetting for a second of the pre-determined period of time and repeating the method from step (e). To the contrary, as discussed in Applicant's last response, the displays in data browser 10 of Hansen et al. are synchronized (e.g. updated) using "click" events. Specifically, when a "click" event occurs, a request is sent to update the web usage information windows.

The Examiner is also respectfully requested to reconsider and withdraw the objection that the subject matter of claims 15 and 16 would have been obvious to the skilled person in view of Hansen for at least the reasons set out above. Hansen uses the predetermined time to determine if a visit has expired. As discussed above, this use is entirely different from use of the predetermined time according to the present invention. Thus, it would not have been obvious for one skilled in the art to set a predetermined period of time within the range of 0.1 second to 1 second with a preference for 0.5 second, wherein the predetermined period of time is implemented as the time between checking if the page displayed in the first display frame matches the first identifier which is associated with the content of the (initial) page.

The following examples are intended to further clarify the advantages of the present invention over Hansen:

- If a company wanted to track analytics about a particular webpage that was displayed in a number of different languages, each language page having a different URL but the same effective page content, according to the present invention, a unique identifier would be associated with the page content, independent of whether each of the pages share the same URL. Thus, the analytics displayed in said second display from would be the same for each of the different language pages. In contrast, Hansen's method would obtain the usage information for a particular URL, thereby

displaying different usage information for each language site. (e.g. www.google.ca and www.google.fi)

- As discussed in Applicant's previous response, the present method would differentiate between page instances with the same URL as in the case of an e-commerce system that may display thousands of products using one page. The unique page identifier is associated with the page content. To the contrary, Hansen would display the same usage information for each of the page instances with the same URL. (e.g. www.tribute.ca)

- In an additional example, it is common for a heavily visited webpage to have one or more so-called 'mirror pages' in order to deal with heavy traffic. These mirror pages may have different URL's and the Hansen system would thus display different usage information for each mirror page. The method of the present application would however be able to assign the same identifier to each of the mirror pages, thus maintaining a single report file for the associated content.

In response to the arguments submitted in response to the first Official Action, the Examiner stated on page 6 of the Final Rejection that "...the URL as is well known in the field of web development and disclosed in Hansen allow for a unique identification of the page. The purpose of the URL is to serve as an identifier of the page that the URL is pointing to". It appears as though the difference between a URL and a unique identifier has not been properly accounted for. A URL is defined in Hansen's glossary of terms (column 4, lines 24 to 31):

> URL (Uniform Resource Locator): the address of a Web component or other data. The URL identifies the protocol used to communicate with the server host, the IP address of the server host, and the location of the requested data of the server host. For example, http://www.lucent.com/work.html specifies an HTTP connection with the server host www.lucent.com from which is requested the Web page (HTML file) work.html.

While a URL may serve as an identifier of the page that the URL is pointing to, it is most certainly not always unique and is not associated with the page content. In some cases, the URL may be unique, but a method that relied upon the URL as the sole means of unique identification would be inherently flawed. Such a method would not be able to deal with, for example (as explained in applicant's response to the first Official Action and in the above examples), the use of .asp pages because multiple pages, each with different content, would have the same URL. Hansen's report files will thus not be tailored to the unique content of the different pages. The use of a unique identifier assigned the content of each of these multiple pages, as disclosed in the present application, would overcome such a flaw.

In this response and the last response, the use of .asp pages was merely used as an example in argument. The Examiner's suggestion that this use should be stated in the independent claims is unnecessary and unduly limiting. ASP is a server-scripting language in which commands are embedded within HTML documents (with a .asp extension). There are many similar languages, such as PHP and JSP. Applicant believes it would not be proper to include an exhaustive list in the independent claims.

The Examiner also asserted that it is not clear based on the arguments that the feature of actively tagging is disclosed within the present claims. As discussed above, the phrase "writing a unique first identifier in and to the page displayed" has been amended to read "writing a unique first identifier associated with content of the page in and to the page displayed". "Writing" is an active verb and tagging is defined by Merriam-Webster as "to supply with an identifying marker". Writing an identifier in and to the page most certainly reads on to this definition. Thus it is respectfully submitted that the feature of actively tagging is disclosed within the present claims.

Finally, regarding the Examiner's assertion that the concept of synchronization is not disclosed within the claims, it is respectfully submitted that the skilled person would understand that "after a pre-determined period of time, said report file comparing the page displayed in said first display frame with said first identifier" and so on is a method of synchronization. Therefore, Applicant's argument stands that without this synchronizing step, the fact that the user has

moved web pages within the website has no impact on the analytics file shown in the second display frame.

Please note that the redundant phrase "with a first identifier" has been deleted from claim 1 at line 2 of step (e). Claim 7 has been amended in the same manner as claim 1. The arguments presented in favour of claim 1 also apply to claim 7. The remaining claims are dependent upon claims 1 and 7.

In view of the foregoing, it is submitted that the claims, as amended, are patentable over Hansen *et al.*

Favourable reconsideration and allowance of this application are respectfully requested.

It is believed that no additional fee is due for this submission. However, should that determination be incorrect, the Commissioner is hereby authorized to charge any deficiencies, or credit any overpayment, to our Deposit Account No. 01-0433, and notify the undersigned in due course.

Should the Examiner have any questions or wish to discuss further this matter, please contact the undersigned at the telephone number provided below.

Respectfully submitted,
WATCHFIRE CORPORATION

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